



# SENIOR EXECUTIVE SERVICE VACANCY ANNOUNCEMENT

United States Patent and Trademark Office

ANNOUNCEMENT NUMBER: USPTO-05-273  
OPENING DATE: November 18, 2005  
CLOSING DATE: January 9, 2006

## **TITLE, SERIES, AND GRADE**

Group Director, Trademark Law Offices  
ES-905

Salary from \$107,550 to \$149,200\*

\* (Salary range subject to change depending upon 2006 pay legislation and certification of SES performance appraisal system)

## **VACANCY LOCATION**

United States Patent and Trademark Office  
Commissioner for Trademarks  
Arlington, VA

## **WHO MAY APPLY**

All Qualified Candidates

## **Area of Consideration**

Worldwide

**Selectee May be Required to Serve a One-Year Probationary Period in Accordance with 5 USC 3393 (d).**

**NOTES:** This position has been identified as a career reserved position in the Senior Executive Service. The USPTO Executive Resources Board will review qualification information about the candidates and make recommendations for referral to the selecting official and appointing authority. The qualifications of the proposed incumbent will have to be reviewed and approved by the Office of Personnel Management before an appointment can be made.

**DUTIES:** Under the general administrative direction of the Commissioner for Trademarks and the Deputy Commissioner for Trademark Operations, the incumbent plans, coordinates, and manages the activities of a group of Trademark Law Offices engaged in the examination of applications for the registration of trademarks, service marks, collective marks, and certification marks to ascertain whether the applicants are entitled to federal registration under the Trademark Act of 1946. The incumbent provides leadership in achieving production efficiency, continuity of purpose, administrative integration, and uniformity of practice throughout the group of Trademark Law Offices.

**TOTAL EVALUATION OF QUALIFIED CANDIDATES:** Candidates are evaluated under the five SES Executive Core Qualifications and will be rated on the basis of three rating factors, considering the applicant's education, work-related experience, training, awards, professional recognition and performance appraisals as set forth in the materials submitted by the candidates, and, if needed, upon an interview.

**QUALIFICATION REQUIREMENTS:** In addition, applicants must clearly demonstrate in their application materials that they possess executive attributes in the five SES Executive Core Qualification areas:

1. Leading Change.
2. Leading People.
3. Results Driven.
4. Business acumen.
5. Building coalitions/communication.

(See the last pages of this announcement for additional guidance on the content and structure of application materials.)

**NOTE: USING PLAIN SHEETS OF PAPER, PLEASE ADDRESS THE FIVE SES CORE QUALIFICATION AREAS AND EACH RATING FACTOR AS LISTED UNDER "EVALUATION OF QUALIFIED CANDIDATES." FAILURE TO ADDRESS EACH AREA/FACTOR MAY HAVE AN IMPACT UPON YOUR RANKING. PLEASE NOTE:** Current members of the career SES, former career SES members with reinstatement eligibility, and SES candidates possessing certification of their executive qualifications (SESCDP) from the Office of Personnel Management's Qualifications Review Board need not address the ECQs, but do not need to cite examples for the rating factors.

**EVALUATION OF QUALIFIED CANDIDATES:** will be on the basis of their demonstrated possession of, or potential to acquire knowledge, skills, abilities, and experience in the following areas:

**Rating Factors:**

1. Experience with the legal issues associated with the preparation and/or prosecution of trademark applications, or the classification and examination of trademarks, or in comparable work in the trademark field.
2. Experience with policy development, program planning/evaluation, and management of an organization.
3. Experience in law office management and administration.

**CONDITIONS OF EMPLOYMENT:**

- Veteran preference does not apply in the Senior Executive Service.
- This position is critical-sensitive; therefore, the selectee will be subject to a full background investigation and security clearance.
- The selectee will be required to furnish written references from individuals familiar with his/her executive and legal qualifications.
- The selectee will serve a one-year probationary period unless he/she previously successfully completed a one-year probationary period in the Senior Executive Service.
- The selectee will be required to complete an Executive Personnel Financial Disclosure Report in accordance with the Ethics in Government Act of 1978.
- The selectee will be subject to drug testing.
- An essential element of the SES is mobility across geographic, organizational, and functional lines. Individuals selected for SES positions may be subject to reassignment, which may require geographic mobility.

**RESOURCE INFORMATION:**

Pertinent Websites: For information on the Senior Executive Service: <http://www.usajobs.opm.gov>.  
For information about the SES core competency areas: <http://www.opm.gov/ses/index>. For information about the United States Patent and Trademark Office: <http://www.uspto.gov>.

**HOW TO APPLY:** Submit the following:

- 1) Signed OF-612, or a résumé.
- 2) Most recent supervisory appraisal for status candidates; letters of reference for others.
- 3) A narrative describing experience (specific tasks) and accomplishments against each of the SES core qualifications.
- 4) A narrative describing experience, education, and training, etc., in each of the ranking factors.

**FOR SPECIFIC INFORMATION ABOUT THIS ANNOUNCEMENT CALL:**

Lynne Capps (571)272-6131

**TTD# 1 (800)828-1120**

**MAILING ADDRESS:**

United States Patent and Trademark Office  
Office of Human Resources  
Mail Stop 171  
P.O. Box 1450  
Alexandria, VA 223131450

**WHERE TO APPLY IN PERSON:**

United States Patent and Trademark Office  
Office of Human Resources  
Human Resources Service Center  
Elizabeth Townhouse, Suite 1A79  
550 Elizabeth Lane  
Alexandria, VA 22314

***United States Patent and Trademark Office programs are accessible to people with disabilities. This document will be converted to an appropriate alternative form for applicants with disabilities. Requests for assistance and accommodation should be directed to the contact above.***

Amended 05-10-05.

## ATTACHMENT

### 1. LEADING CHANGE

This core qualification encompasses the ability to develop and implement an organizational vision which integrates key national and program goals, priorities, values, and other factors. Inherent to it is the ability to balance change and continuity—to continually strive to improve customer service and program performance within the basic Government framework, to create a work environment that encourages creative thinking, and to maintain focus, intensity and persistence, even under adversity.

#### Key Characteristics:

- (a) Exercising leadership and motivating managers to incorporate vision, strategic planning, and elements of quality management into the full range of the organization's activities; encouraging creative thinking and innovation; influencing others toward a spirit of service; designing and implementing new or cutting edge programs/processes.
- (b) Identifying and integrating key issues affecting the organization, including political, economic, social, technological, and administrative factors.
- (c) Understanding the roles and relationships of the components of the national policy making and implementation process, including the President, political appointees, Congress, the judiciary, state and local governments, and interest groups; and formulating effective strategies to balance those interests consistent with the business of the organization.
- (d) Being open to change and new information; tolerating ambiguity; adapting behavior and work methods in response to new information, changing conditions, or unexpected obstacles; adjusting rapidly to new situations warranting attention and resolution.
- (e) Displaying a high level of initiative, effort, and commitment to public service; being proactive and achievement-oriented; being self-motivated; pursuing self-development; seeking feedback from others and opportunities to master new knowledge.
- (f) Dealing effectively with pressure; maintaining focus and intensity and remaining persistent, even under adversity; recovering quickly from setbacks.

Leadership Competencies	
Creativity & Innovation	Resilience
Continual Learning	Service Motivation
External Awareness	Strategic Thinking
Flexibility	Vision

## 2. LEADING PEOPLE

This core qualification involves the ability to design and implement strategies which maximize employee potential and foster high ethical standards in meeting the organization's vision, mission and goals.

### Key Characteristics:

- (a) Providing leadership in setting the workforce's expected performance levels commensurate with the organization's strategic objectives; inspiring, motivating, and guiding others toward goal accomplishment; empowering people by sharing power and authority.
- (b) Promoting quality through effective use of the organization's performance management system (e.g., establishing performance standards, appraising staff accomplishments using the developed standards, and taking action to reward, counsel, or remove employees, as appropriate.)
- (c) Valuing cultural diversity and other differences; fostering an environment where people who are culturally diverse can work together cooperatively and effectively in achieving organizational goals.
- (d) Assessing employees' unique developmental needs and providing developmental opportunities which maximize employees' capabilities and contribute to the achievement of organizational goals; developing leadership in others through coaching and mentoring.
- (e) Fostering commitment, team spirit, pride, trust, and group identity; taking steps to prevent situations that could result in unpleasant confrontations.
- (f) Resolving conflicts in a positive and constructive manner; this includes promoting labor/management partnerships and dealing effectively with employee relations matters, attending to morale and organizational climate issues, handling administrative, labor management, and EEO issues, and taking disciplinary actions when other means have not been successful.

Leadership Competencies	
Conflict Management	Integrity/Honesty
Cultural Awareness	Team Building

### 3. RESULTS DRIVEN

This core qualification stresses accountability and continuous improvement. It includes the ability to make timely and effective decisions and produce results through strategic planning and the implementation and evaluation of programs and policies.

#### Key Characteristics:

- (a) Understanding and appropriately applying procedures, requirements, regulations, and policies related to specialized expertise; understanding linkages between administrative competencies and mission needs; keeping current on issues, practices, and procedures in technical areas.
- (b) Stressing results by formulating strategic program plans which assess policy/program feasibility and include realistic short- and long-term goals and objectives.
- (c) Exercising good judgment in structuring and organizing work and setting priorities; balancing the interests of clients and readily readjusting priorities to respond to customer demands.
- (d) Anticipating and identifying, diagnosing, and consulting on potential or actual problem areas relating to program implementation and goal achievement; selecting from alternative courses of corrective action, and taking action from developed contingency plans.
- (e) Setting program standards; holding self and others accountable for achieving these standards; acting decisively to modify them to promote customer service and/or the quality of programs and policies.
- (f) Identifying opportunities to develop and market new products and services within or outside of the organization; taking risks to pursue a recognized benefit or advantage.

Leadership Competencies	
Accountability	Entrepreneurship
Customer Service	Problem Solving
Decisiveness	Technical Credibility

#### 4. BUSINESS ACUMEN

This core qualification involves the ability to acquire and administer human, financial, material, and information resources in a manner which instills public trust and accomplishes the organization's mission, and to use new technology to enhance decision making.

##### Key Characteristics:

- (a) Assessing current and future staffing needs based on organizational goals and budget realities. Applying merit principles to develop, select, and manage a diverse workforce.
- (b) Overseeing the allocation of financial resources; identifying cost-effective approaches; establishing and assuring the use of internal controls for financial systems.
- (c) Managing the budgetary process, including preparing and justifying a budget and operating the budget under organizational and Congressional procedures; understanding the marketing expertise necessary to ensure appropriate funding levels.
- (d) Overseeing procurement and contracting procedures and processes.
- (e) Integrating and coordinating logistical operations.
- (f) Ensuring the efficient and cost-effective development and utilization of management information systems and other technological resources that meet the organization's needs; understanding the impact of technological changes on the organization.

Leadership Competencies	
Financial Management	Technology Management
Human Resources Management	

## 5. BUILDING COALITIONS/COMMUNICATION

This core qualification involves the ability to explain, advocate and express facts and ideas in a convincing manner, and negotiate with individuals and groups internally and externally. It also involves the ability to develop an expansive professional network with other organizations, and to identify the internal and external politics that impact the work of the organization.

### Key Characteristics:

- (a) Representing and speaking for the organizational unit and its work (e.g., presenting, explaining, selling, defining, and negotiating) to those within and outside the office (e.g., agency heads and other Government executives; corporate executives; Office of Management and Budget officials; Congressional members and staff; the media; clientele and professional groups); making clear and convincing oral presentations to individuals and groups; listening effectively and clarifying information; facilitating an open exchange of ideas.
- (b) Establishing and maintaining working relationships with internal organizational units (e.g., the other program areas and staff support functions); approaching each problem situation with a clear perception of organizational and political reality; using contacts to build and strengthen internal support bases; getting understanding and support from higher level management.
- (c) Developing and enhancing alliances with external groups (e.g., other agencies or firms, state and local governments, Congress, and clientele groups); engaging in cross-functional activities; finding common ground with a widening range of stakeholders.
- (d) Working in groups and teams; conducting briefings and other meetings; gaining cooperation from others to obtain information and accomplish goals; facilitating “win-win” situations.
- (e) Considering and responding appropriately to the needs, feelings, and capabilities of different people in different situations; is tactful and treats others with respect.
- (f) Seeing that reports, memoranda, and other documents reflect the position and work of the organization in a clear, convincing, and organized manner.

Leadership Competencies	
Influencing/Negotiating	Partnering
Interpersonal Skills	Political Savvy
Oral Communication	Written Communication



## VACANCY ANNOUNCEMENT SUPPLEMENTAL INFORMATION

**ALL QUALIFIED APPLICANTS WILL BE CONSIDERED REGARDLESS OF AGE, RACE, COLOR, SEX, CREED, NATIONAL ORIGIN, LAWFUL POLITICAL AFFILIATION, NON-DISQUALIFYING HANDICAP, MARITAL STATUS, SEXUAL ORIENTATION, AFFILIATION WITH AN EMPLOYEE ORGANIZATION, OR OTHER NON-MERIT FACTOR.**

### I. HOW TO APPLY

Candidates may submit a resume, OF-612, Optional Application for Federal Employment, or any other written format.

**REGARDLESS OF WHICH APPLICATION FORM/FORMAT IS USED, THE FOLLOWING INFORMATION SPECIFIED IN ITEMS 1-5 BELOW MUST BE PROVIDED TO BE CONSIDERED FOR THIS POSITION. FAILURE TO PROVIDE ANY OF THIS INFORMATION MAY LEAD TO NON-CONSIDERATION FOR THIS POSITION.**

1. **The announcement number, title and grade of the position for which you are applying.**
2. **Personal information:**
  - a. Full name, mailing address (including ZIP Code), home and work telephone numbers (including area codes).
  - b. Social security number.
  - c. Country of citizenship.
  - d. Highest federal civilian grade held, including job series and dates held.
3. **Education**
  - a. High school - name, city, state and ZIP Code (if known) and date you received diploma or GED.
  - b. Colleges and universities - name, city, state and ZIP Code (if known), majors(s), type(s) of degree(s) received and date(s) received. If you did not receive a degree, show total credits earned and indicate whether semester or quarter hours.
4. **Job-Related Work Experience (Paid and Non-paid)**
  - a. Job title (include series and grade if Federal).
  - b. Duties and accomplishments.
  - c. Employer's name and address.
  - d. Supervisor's name and telephone number.
  - e. Starting and ending dates (month and year).
  - f. Hours per week.
  - g. Salary.
  - h. Indicate if we may contact your current supervisor.
5. **Other Qualifications**
  - a. Job-related training courses (title and year).
  - b. Job-related skills, i.e., other languages, computer hardware/software, etc.
  - c. Job-related certificates and licenses (current only). Do not send copies unless required in the announcement.
  - d. Job-related honors, awards and special accomplishments, i.e., publications, memberships in professional or honor societies, leadership activities, public speaking, performance awards, etc. Give dates but do not send documents unless requested.

### II. GENERAL INFORMATION

1. Applicants must apply at their own expense; applications mailed in government postage-paid envelopes or faxed from another Federal government agency fax machine will not be considered.
2. Applicants must ensure that their complete application is postmarked no later than the closing date of the vacancy announcement.
3. Applicants must meet all eligibility requirements by the closing date of the vacancy announcement.
4. Applicants must be citizens of the United States (or owe allegiance to the United States).
5. Handicapped applicants, disabled veterans, or any other applicants eligible for non-competitive appointment under special appointing authorities not requiring competitive status should clearly specify their special eligibility on their application.
6. If selected, male applicants born after December 31, 1959, must confirm their selective service registration status. Certification forms are available at most Federal agency personnel offices or from the U.S. Office of Personnel Management.
7. Applications will not be returned to applicants.
8. Applicants will receive notification of the outcome of a vacancy announcement as soon as possible after a selection is made and approved.
9. Privacy Act requirements (PL 93-579): the application forms prescribed are used to determine qualification for promotion, reassignment, or employment and are authorized under Title 5, U.S.C. sections 3302 and 3360.
10. Candidates outside of the PTO who are referred for consideration will be required to complete the Declaration for Federal Employment, OF-306, and applicable background investigation forms.